Rating

0.00

0.00

106325 Orders Order / Rev: Alt Order #: 06849968 Product Desc: ROMNEY FOR PRESIDENT Estimate: 361 Flight Dates: 09/07/12 - 09/10/12 Primary AE: Amy McCreary Original Date / Rev: 09/06/12 / 09/06/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: **American Rambler Productions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverly, MA 02494 Agency Commission: 15% Romney for President Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC02-Republican Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Rill Dian

DIII PIAN			•		i otais				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	-
08/27/12	09/10/12	81	\$36,860.00	\$31,331.00	September 2012	81	\$36,860.00	\$31,331.00	_
					Totals	81	\$36,860.00	\$31,331.00	

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Amy McCreary			Start Of Order - End Of Order	100%	

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	20%	\$36,860.00
Market	100%	\$184,300.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0:00
KINC	0%	\$0.00
KLAS	25%	\$46,075.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$49,761.00
KTUD	0%	\$0.00
KVVU	21%	\$38,703.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$12,901.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
٠ -	E 1	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp	w/Wa@M	6-7a	M	:30	2	\$450.002	0.00 NM	2	\$900.00
					M-F 6-7a WakeUp	w/Wagners								*******
	1	WAKE (JP			·								
		Star	t Date I	End Date	Weekdays S	Spots/Week	Rate	Rating						
_	W	eek: 09/	10/12 (09/16/12	M	2	\$450.00	0.00					1	

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Order / Rev: *

106325

Advertiser:

Romney for President

Alt Order #:

06849968

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

09/07/12 - 09/10/12

Estimate:

61

KSN∨

imate: 3

361

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 09/10/12 09/10/12	M-F 6-7a WakeUp w/Wa@M	6-7a	M	:30 2	\$450.002	0.00 NM	2	\$900.00
WAKE UP	M-F 6-7a WakeUp w/Wagners							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/10/12 09/16/12	M 2		0.00					
E 2 KSNV 09/07/12 09/07/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a	F	:30 2	\$450.002	0.00 NM	2	\$900.00
WAKE UP	o /a reakoop wreagnoto							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 09/03/12 09/09/12 E 3 KSNV 09/07/12 09/07/12		\$450.00 658a-9am	0.00	:30 2	\$550.002	0.00 NM	2	#4.400.00
2 0 1011 00/01/12 00/07/12	Today Show	0004-94111		.50 2	\$550,002	U.UU INIVI	2	\$1,100.00
TODAY SHOW								
Start Date End Date Week: 09/03/12 09/09/12	<u>Weekdays</u> <u>Spots/Week</u> F 2		Rating 0.00					
E 4 KSNV 09/10/12 09/10/12		658a-9am	M	:30 2	\$550.002	0.00 NM	2	\$1,100.00
	Today Show				*********	0.00	-	Ψ1,100.00
TODAY SHOW <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 09/10/12 09/16/12	M 2		0.00					
E 5 KSNV 09/10/12 09/10/12	·	9-10a	M	:30 2	\$200.002	0.00 NM	2	\$400.00
TODAY SHOW II	M-F Today Show II							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/10/12 09/16/12	M 2		0.00					
E 6 KSNV 09/07/12 09/07/12		10am-11am	F	:30 2	\$200.002	0.00 NM	2	\$400.00
TODAY SHOW III	Today 4th Hour							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/03/12 09/09/12	F 2		0.00					
E 7 KSNV 09/10/12 09/10/12	Today 4th Hour	10am-11am	M	:30 2	\$200.002	0.00 NM	2	\$400.00
TODAY SHOW III	, , , , , , , , , , , , , , , , , , , ,						•	
<u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week	Rate	Rating					
E 8 KSNV 09/07/12 09/07/12		\$200.00 11am-12pm	0.00	:30 2	\$200,002	0.00 NM	2	¢400.00
	Rachael Ray	r rum-rzpm	,	.50 2	\$200,002	U.UU INIVI	2	\$400.00
RACHEL RAY	Marabalana O I BAC I	. .						
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 0.00					
E 9 KSNV 09/10/12 09/10/12		11am-12pm	M	:30 2	\$200.002	0.00 NM	2	\$400.00
DACHEL DAY	Rachael Ray						_	Ψίσσισσ
RACHEL RAY Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/10/12 09/16/12	M 2	_	0.00					
E 10 KSNV 09/10/12 09/10/12		12-1230pm	M	:30 2	\$275.002	0.00 NM	2	\$550.00
NEWS	Noon News							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/10/12 09/16/12	M 2		0.00					
E 11 KSNV 09/07/12 09/07/12		12-1230pm	F	:30 2	\$275.002	0.00 NM	2	\$550.00
NEWS	Noon News							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09/03/12 09/09/12	Powe of our Lives CM		0.00		4075	2 22		
E12 KSNV 09/07/12 09/07/12	Days of our Lives CM Days of our Lives	1258p-2pm	F	:30 2	\$275.002	0.00 NM	2	\$550.00
DAYS	,							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/03/12 09/09/12 E13 KSNV 09/10/12 09/10/12		\$275.00 1258p-2pm	0.00 M	:30 2	\$275.002	0.00 NM	2	ቀ ደደለ ለለ
,	OW	1200h zhili		.00 2	ψ <u>ε</u> 1 υ.υυ ε	O.OO INIVI	2	\$550.00

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KSNV

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Order'/ Rev:

106325

Advertiser:

Romney for President

Alt.Order#:

06849968

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates: 09/07/12 - 09/10/12 Est

Estimate: 36

361

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len (Spots	Rate Pri	Rtg Type	Spots	Amount
			Days of our Lives Days of our Lives									
DAYS			Days of our Live.	•								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/ E 14 KSNV		09/16/12	M The Doctors	2 CM	\$275.00 2pm-3pm	0.00	120		¢475.000	0.00 NA		******
L. 14 10011V	00/0//	12 03/01/12	The Doctors	CIVI	Ζριτι-οριτι		- :30	2	\$175.002	0.00 NM	2	\$350.00
DRS												
Sta Week: 09/	rt Date /03/12	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week 2		<u>Rating</u> 0.00						
E 15 KSNV				CM	2pm-3pm	M	- :30	2	\$175.002	0.00 NM	2	\$350.00
BBO			The Doctors		• •				,	, , , , , ,	_	Ψοσυ,σσ
DRS Sta	ırt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	M	2		0.00						
E 16 KSNV	09/07/1	2 09/07/12		CM	3-4p	F-	- :30	2	\$300.002	0.00 NM	2	\$600.00
DR, PH	m		Dr Phil									
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	F	2	\$300.00	0.00						
E 17 KSNV	09/10/1	2 09/10/12		CM	3-4p	M	- :30	2	\$300.002	0.00 NM	2	\$600.00
DR. PH	IL		Dr Phil									
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	M	2	,	0.00			***	·.		
E 18 KSNV	09/10/1	2 09/10/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:	M 30 PM)	- :30	. 2	\$350.002	0.00 NM	2	\$700.00
NEWS				oui,	(4.001 14-4.	00 T WI)						
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week; 09/		09/16/12	NEWS 3 at 4 (1	HOURICM	\$350.00 4-5pm	0.00 F-	- :30	2	\$350.002	0.00 NM	_	4700 00
	00/0///	2 00/0///2	4PM NEWS (1 h		(4:00 PM-4:		50	2	φ35 0 .002	0.00 NM	2	\$700.00
NEWS	nt Data	Cad Data	Manhalan	O 1.	5.	5 (1						
<u>อเล</u> Week: 09/	rt <u>Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week 2	<u>Rate</u> \$350.00	<u>Rating</u> 0.00						
			NEWS 3 at 4 (1		4-5pm	F	- :30	2	\$450.002	0.00 NM	2	\$900.00
NEWO			4PM NEWS (1 ho	our)	(4:30 PM-5:	00 PM)			,		_	4000 ,00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					!	
Week: 09/		09/09/12	F	2	\$450.00	0.00						
E21 KSNV	09/10/1	2 09/10/12	NEWS 3 at 4 (1 I	•	4-5pm	M	- :30	2	\$450.002	0.00 NM	2	\$900.00
NEWS			4PM NEWS (1 he	our)	(4:30 PM-5:	00 PM)						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	2	\$450.00	0.00						
E22 KSNV	09/07/1	2 09/07/12	M-F Early News M-F Early News	CM	5-630p	F	- :30	2	\$725.002	0.00 NM	2	\$1,450.00
NEWS			W-I Lany News									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/ E23 KSNV		09/09/12	M-F Early News	2 CM	\$725.00 5-630p	0.00	.20		#705 000	0.00.104		
LZO NOIV	00/10/1	2 03/10/12	M-F Early News	CIVI	5-030p	M	- :30	2	\$725.002	0.00 NM	2	\$1,450.00
NEWS												
<u>Sta</u> Week: 09/	<u>rt Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
E 24 KSNV			M-F Jeopardy	CM	630-7pm	F	- :30	2	\$725.002	0.00 NM	2	\$1,450.00
			M-F Jeopardy		1	•		-	T0100E	2.00 (4(4)	_	φι,του.υυ
JEOPA Sta	RDY <u>rt Date</u>	End Date	Weekdays	Spots/Week	Poto	Datin ~						
<u>اعد</u> /Week: 09		09/09/12	<u>vveekdays</u> F	<u>3pois/vveek</u> 2	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
E25 KSNV		2 09/10/12		СМ	630-7pm	M	- :30	2	\$725.002	0.00 NM	2	\$1,450.00

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Advertiser:

Romney for President

Alt.Order#:

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Product Desc:

ROMNEY FOR PRESIDENT

09/07/12 - 09/10/12 Flight Dates:

Estimate:

361

End Inventory Code Days Ln Ch Start Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount M-F Jeopardy M-F Jeopardy **JEOPARDY** End Date Start Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M----\$725.00 0.00 E 26 KSNV 09/07/12 09/07/12 M-F Wheel CM 7-730pm ----F--:30 2 \$725.002 0.00 NM 2 \$1,450.00 M-F Wheel of Fortune WHEEL End Date Start Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----F--\$725.00 0.00 M-----E 27 KSNV 09/10/12 09/10/12 M-F Wheel CM 7-730pm :30 \$725.002 0.00 NM \$1,450.00 M-F Wheel of Fortune WHEEL Start Date End Date **Weekdays** Spots/Week Rate Rating M----Week: 09/10/12 09/16/12 \$725.00 0.00 E 28 KSNV 09/10/12 09/10/12 M-F News 3 at Eleven CM 11pm-1135pm M-----:30 \$750.002 0.00 NM 2 \$1,500.00 M-F News 3 at Eleven **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$750.00 0.00 E 29 KSNV 09/07/12 09/07/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$750.002 2 0.00 NM 2 \$1,500.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----F--\$750.00 0.00 E30 KSNV 09/10/12 09/10/12 The Tonight Show CM 1135p-1237a M----:30 \$250.002 0.00 NM 2 \$500.00 Tonight Show TONIGHT SHOW Start Date End Date Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 \$250.00 0.00 E 31 KSNV 09/07/12 09/07/12 The Tonight Show CM 1135p-1237a ---F--:30 2 \$250.002 0.00 NM 2 \$500.00 Tonight Show TONIGHT SHOW Start Date End Date Weekdays Spots/Week Rate Rating 09/09/12 Week: 09/03/12 ---F--\$250.00 0.00 E 32 KSNV - 09/08/12 09/08/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$200.002 2 0.00 NM 2 \$400.00 **News 3 Sunrise SATURDAY NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----5-\$200.00 0.00 E 33 KSNV 09/08/12 09/08/12 Saturday Today CM 7a-9am ----S-\$325.002 .30 0.00 NM 2 \$650.00 Saturday Today SAT TODAY Start Date End Date Spots/Week Rating <u>Weekdays</u> Rate 09/09/12 ----S-Week: 09/03/12 \$325.00 0.00 E34 K\$NV 09/08/12 09/08/12 Sa-Su Early News CM 5pm-630pm ----s-:30 \$350.002 0.00 NM 3 \$1,050.00 Sa-Su Early News **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating 09/09/12 ----S-Week: 09/03/12 \$350,00 0.00 E 35 KSNV 09/08/12 09/08/12 Wknd Jeopardy CM 630-7pm ----S-:30 \$350.002 0.00 NM 1 \$350.00 SAT/Jeopardy **JEOPARDY** Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Rating 09/09/12 ----5-Week: 09/03/12 \$350.00 0.00 E36 KSNV 09/08/12 09/08/12 Sa-Su News 3 at ElevenCM 11pm-1135pm -----:30 \$750.002 0.00 NM \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Weekdays Spots/Week Start Date End Date Rating <u>Rate</u> Week: 09/03/12 09/09/12 \$750.00 0.00 E 37 KSNV 09/08/12 09/08/12 CM 5:00-6:00am :30 1 \$1,250.002 0.00 NM \$1,250,00

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Order / Rev:

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Advertiser:

Romney for President

Alt Order#:

06849968

Product Desc:

ROMNEY FOR PRESIDENT

KSNV

Flight Dates:

09/07/12 - 09/10/12

Estimate:

361

Ln Ch Start	End	· · · · · · · · · · · · · · · · · · ·		Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type S	oots	Amount
		Nevada Newsmakers - Ch Nevada Newsmakers - C		/6:00 AM 5:20							
NEWS		Nevaga Newsmakers - C	11.3	(5:00 AM-5:30	AIVI)						
Start Date	End Date	Weekdays Spots/\	<u> Veek</u>	<u>Rate</u>	Rating						
Week: 09/03/12	09/09/12	S-	1	\$1,250.00	0.00						
E38 KSNV 09/08/	12 09/08/12	Nevada Newsmakers - 0		5:00- 6:00am		:30	1	\$1,250.002	0.00 NM	1	\$1,250.00
NEWS		Nevada Newsmakers - C	h.3	(5:30 AM-6:00	AM)						
Start Date	End Date	Weekdays Spots/	Neek	Rate	Rating						
Week: 09/03/12	09/09/12	S-	1		0.00						
E39 KSNV 09/09/	12 09/09/12	News 3 Sunrise - SUND&	M	6а-7а	s	:30	1	\$185.002	0.00 NM	1	\$185.00
		News 3 Sunrise SUNDAY	′								
NEWS	Maria Data	Mindalana Onala	5.7I.	D-4-	D-W						
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays Spots/\	<u>/veeк</u> 1	<u>Rate</u> \$185.00	Rating 0.00						
E40 KSNV 09/09/		····	M	7a-8am	S	:30	1	\$325.002	0.00 NM	1	\$325.00
2 10 110111 00/00/	00,00,12	Sunday Today		ra sam	J	.00	·	4020.002	0.00 1411	'	Ψ020.00
SUN TODAY											
Start Date	End Date	Weekdays Spots/	<u>Neek</u>		Rating						
Week: 09/03/12	09/09/12	S	1	\$325.00	0.00			*****			
E41 KSNV 09/09/	12 09/09/12	Meet the Press C Meet the Press	M	8a-9am	S	:30	1	\$1,900.002	0.00 NM	1	\$1,900.00
MEET THE PR	ESS	Wood the Freeze									
Start Date	End Date	Weekdays Spots/	Neek	<u>Rate</u>	Rating						
Week: 09/03/12	09/09/12	S	1	\$1,900.00	0.00						
E42 KSNV 09/09/	12 09/09/12	•	M	9a-930am	S	:30	1	\$250.002	0.00 NM	1	\$250.00
NEWS		News 3 Today									
Start Date	End Date	Weekdays Spots/	Neek	Rate	Rating						
Week: 09/03/12	09/09/12	S	1	\$250.00	0,00						
E 43 KSNV 09/09/	12 09/09/12	Chris Matthews 9:30AM	M	9:30a-10a	S	:30	1	\$250.002	0.00 NM	1	\$250.00
		Chris Matthews SUN 9:3	Dam								
CHRIS MATHE		M. Ide			B. II						
<u>Start Date</u> Week: 09/03/12	End Date 09/09/12	Weekdays Spots/\S	<u>/veek</u> 1		Rating 0.00						
		Sa-Su News 3 at Eleven0		-11pm-1135pr	<u> </u>	:30		\$750.002	0.00 NM	2	\$1,500.00
2.1 1.0.11 30.00	00/00/12	Sa-Su News 3 at Eleven			5	.00	_	ψ1 00.002	3.00 (1111)	_	Ψ1,000.00
NEWS											
Start Date	End Date	Weekdays Spots/		<u>Rate</u>	Rating						
Week: 09/03/12	09/09/12	S	2	\$750.00	0.00						
									Totals	81	\$36,860.00